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University of Montana

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MEDIA RELEASE

April 3, 1987

UM STUDENTS MAN TELEPHONES TO RAISE MONEY FOR EXCELLENCE FUND
MISSOULA --

University of Montana student volunteers will begin calling 18,000 alumni Sunday, April 12, kicking off the UM Foundation's fifth annual Excellence Fund Phonathon to raise money for UM programs.

The Phonathon is one part of the Excellence Fund, the University's on-going fund-raising program. Donations to the Excellence Fund are allocated by the president to programs where state funds cannot fully provide for current needs. Examples of programs the Excellence Fund supports include the Mansfield Library, UM Night School, student scholarships, travel expenses for performing arts groups and the alumni magazine.

Last year the Phonathon raised nearly \$65,000. This year's goal is \$80,000.

The UM Advocates, a student group which organizes activities and sponsors programs for UM students and alumni, is recruiting volunteers to be callers.

"It's not often that students have the opportunity to assist the University in such an important way," said Loreen Leonard, Advocate Coordinator. "It's good to know that we can help our school, especially at a time when our help is really needed."

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More than 400 students from academic programs, residents halls, campus organizations, fraternities and sororities are expected to participate and compete for team and individual prizes in this year's Phonathon. Nearly 350 prizes have been donated by Missoula businesses.

The Phonathon will run for three weeks: April 12-16, April 26-30 and May 3-7.

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KDH/Conrad/Leonard/tb
Missoula and dailies
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